



#TimeToShop

The #BlackFriday and #CyberMonday conversation is huge on Twitter. The two shopping days are a growing part of the long buildup to Christmas as consumers hunt for bargains and get their gift shopping underway.

95%

of Twitter users in the UK
have purchased during sales



92%

of Twitter users in the UK are
aware of the sales around
Black Friday / Cyber Monday

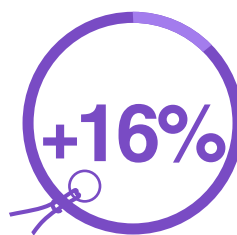
vs



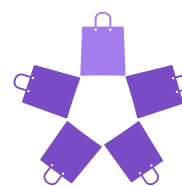
84%

among non-
Twitter users

Twitter users in the UK are



more likely to shop during
sales events than non-users



1 in 5

say they do as much shopping
as they can during Black
Friday / Cyber Monday

Boxing Day sales

73% +33%

of Twitter users in the
UK participate in
Boxing Day sales

more likely to do so
than non-users



The main categories of products that Twitter users in the UK
would buy only when discounted are



65%

Home appliances



60%

Consumer electronics



52%

Clothing/accessories/
jewellery



47%

Furniture



44%

Perfume/cosmetics